

**IN THE CLAIMS**

1. (previously presented) Broadcasting equipment for multiplexing downloadable content data together with program information onto a main broadcast signal and broadcasting resultant data, comprising:

purchase limit time setting means for setting a purchase limit time that is based on the time it takes to download the content data;

generating means for generating the program information including the purchase limit time; and

multiplexing means for repeatedly multiplexing the same content data and the program information a plurality of times onto the main broadcast signals of a broadcast program thereby generating a transport stream.

2. (cancelled)

3. (previously presented) The broadcasting equipment according to claim 1, wherein the content data includes audio data encoded by the ATRAC system or audio data encoded by the MPEG2 system.

4. (currently amended) A method for multiplexing downloadable contents data together with program information onto a main broadcast signal and broadcasting resultant data, comprising:

setting a purchase limit time based on ~~substantially equal to~~ the duration of the time it takes to download the content data;

generating the program information including the purchase limit time; and

repeatedly multiplexing the content data and the program information a plurality of times onto the main broadcast signals of a program, thereby generating a transport stream.

5. (currently amended) A medium having computer-readable instructions for performing a method for multiplexing downloadable music content data together with program information onto a broadcast signal, comprising:

segmenting the music content data into a plurality of data segments that each comprise the music content data;

setting a purchase limit time ~~that corresponds to that is~~ associated with the duration in time of one of the plurality of data segments for the music content data;

generating the program information including the purchase limit time; and

repeatedly multiplexing the music content data and the program information onto the broadcast signals of a program, thereby generating a transport stream.

6. (currently amended) Receiving equipment for receiving a transport stream obtained by repeatedly multiplexing downloadable content data together with program information onto a main broadcast signal a plurality of times, comprising:

receiving means for receiving an instruction of downloading the content data from a user;

capturing means for capturing the content from the transport stream in response to the download instruction received by the receiving means;

re-executing means for re-executing capture of the content when the capturing means fails to capture the content;

extracting means for extracting the program information corresponding to the content data from the transport stream; and

stopping means for stopping the receiving process of the receiving means in accordance with a purchase limit time included in the program information, and

wherein the purchase limit time is set based on the ~~comprises the~~ time it takes to download the content data.

7. (previously presented) The receiving equipment according claim 6, wherein the content data includes audio data encoded in the ATRAC system or audio data encoded in the MPEG2 system.

8. (currently amended) A method for receiving a transport stream obtained by repeatedly multiplexing downloadable contents data together with program information onto a main broadcast signal a plurality of times, comprising:

receiving an instruction of downloading the contents data from a user;

capturing the contents from the transport stream in response to the download instruction ;

re-executing capture of the contents when the capturing fails to the capture the contents;

extracting the program information corresponding to the contents data from the transport stream; and

stopping the receiving process in accordance with a purchase limit time that is defined by ~~defines~~ a contents data download time included in the program information.

9.-25. (cancelled)

26. (previously presented) The broadcasting equipment according to claim 1, further comprising an encoder that formats a portion of the content data into encoded content data that is provided to the multiplexer and repeatedly multiplexed.

27. (currently amended) An apparatus for preparing content data that includes video data and audio data for transmittal as a broadcast signal, the apparatus comprising:

an encoder for encoding the audio data into at least one audio data packet;

a generator for creating a control message, the control message including a purchase limit time that is associated with~~corresponds to the~~ the time it takes to download the audio data; and

a multiplexer for combining the at least one audio data packet with the control message to form the broadcast signal such that the at least one audio data packet is repetitively transmitted as part of the broadcast signal.

28. (previously presented) The apparatus according to claim 27, wherein the encoder compresses the audio data according to the MPEG2 compression format.

29. (previously presented) The apparatus according to claim 28, wherein the encoder compresses the audio data according to ATRAC format.

30. (previously presented) The apparatus according to claim 27, wherein the encoder encodes the audio data into one audio data packet that is repetitively transmitted as part of the broadcast signal.

31. (previously presented) The apparatus according claim 27, wherein the control message includes a preview time parameter.

32. (previously presented) The apparatus according to claim 27, wherein the control manage includes a parameter that defines a limit for the number of times the audio data can be previewed.

33. (currently amended) An apparatus for processing a transport stream having video data and audio data, the audio data comprising a plurality of encoded audio data packets within the transport stream, the apparatus comprising:

a user interface operative to receive instructions from a user for initiating downloading of the audio data;

a descrambler for extracting program information from the transport stream, the program information including a purchase time limit associated with~~that corresponds to~~ the time for downloading one of the audio data packets; and

a control unit that determines whether the audio data can be downloaded by comparing the purchase time limit to a current time setting.

34. (previously presented) The apparatus according to claim 33, wherein the audio data packet comprises an MPEG2 packet.

35. (previously presented) The apparatus according to claim 33, wherein the audio data comprises an ATRAC packet.

36. (previously presented) The apparatus according to claim 33, wherein if the control unit determines that the audio data cannot be downloaded within the purchase time limit, an indication is provided to the user that the purchase time has elapsed.